REFERENCES

1 Aashish Shashikant Jsaani, January 2012, 'A study of Consumer Perception on the Use of E-Technology In the Retail Banking Sector: A Comparative study of Public Sector and Private Sector Banks', *Indian Journal of Marketing*, pp. 46-58.

2 Abhigyan Sarkar, 2008, 'Latest Trends in consumer Buying Behaviour in Lifestyle Centers Worldwide', *The Icfaian Journal of Management Research*, Vol. VII, No. 6, pp. 70-82.

3 Alexander Chernev, June 2012, 'Customers Will Pay More for Less' *Harvard Business Review South Asia*, pp. 24-25.

4 Beijing/Shanghai, 6 Jun, 2012, 'Tracking consumer behaviour: Increasing focus on surveys in China', *The Economic Times International Business*, 10.55AM IST.

5 Bennet Jeferry, Booz·Allen & Hamilton Inc. CONS-003 3/01 3M, Challenges of a changing Retailing Industry. Vol I I*ssue I*.

6 Bilal Mustafa Khan, 2010, 'Brand Personality and consumer Congruity: Implications for Advertising strategy', *The IUP Journal of Brand Management*, Vol. VII, No. I & II, pp. 7-24.

7 Biyani K., 2007, *It Happened In India*, New Delhi, Rupa & Co.

8 Dr. Tamira King and Anirudh Raheja, 8 March 2012, 'Are Retailers Ready to Mange and Detect Fraudulent Returns?', *4Ps Business and Marketing*, pp. 34-35.

9 Gopalan K. and Ghosh A., 4th June 2006, 'Retail Rush ', *Business Today*, pp.96.

10 Gupta L.C., *Retail Management*, Delhi, Wisdom Publications.

11 Helen Woodruffe-Burton, Sue Eccles, Richard Elliott, 'Towards a theory of shopping: A holistic framework', *Journal of Consumer Behaviour*, Vol. 1, 3 pp. 256-266.

12 Hemantha Y, April 2012, 'Indian Consumers' Perception of Spanish Brand Zara', *Advances In Management*, Vol. V (4), pp. 52-58.

13 K C Mittal, Mahesh Arora and Ms Anupama Prashar, November-April 2011, 'An Empirical Study on factors Affecting Consumer Preferences of Shopping at Organized Retail Stores in Punjab', *KAIM Journal of Management & Research*, Vol. III, No. 2, pp. 38-46.

14 Kavita Kanabar, April 2012, 'Change in Consumer Behaviour in Surat with Introduction of Mall' *International Journal of Research in Finance & Marketing*, Volume 2, Issue 4, (ISSN 2231-5985), pp. 1-20.

15 Kiran Yadav, 18 March 2012, 'Playing on scale Metro Cash & Carry steps up its expansion plans in India', *Business India, The Magazine of the Corporate World, pp*. 115.

16 Kothari C.R., *Research Methodology*, Willey Eastern Limited.

17 Manju Malik, February 2012, 'A Study of Customer's satisfaction Towards Service Quality of Organized Retail Stores in Haryana', *Indian Journal of Marketing*, pp. 51-60.

18 Mansi Batra Patney, 2010, 'Indian consumers and their mall patronage: Application of cultural-self and the theory of planned behavior to patronage intentions', *Iowa State University Ames, Iowa*, pp. 1-194.

19 Mark Larson, KPMG, USA, in the article "The Evolution of Retailing: Reinventing the Customer Experience", (Pg. 1-22)

20 Michael Barbaro, in the article "Retailers Face an Ominous Holiday Sign" Published in THE New York Times Business, December 17, 2007 (Pg C1)

21 Miles, 2000,*Young Lifestyles in Changing World*

22 Mridula S Mishra & Umakant Dash, 2008, 'Importance of Retail Service Attributes: A Study on Indian Consumers', *The Icfaian Journal of Management Research*, Vol. VII, No. 6, pp. 7-20.

23 Ms. Arpita Pandey & Dr. Shradha Shivani, June 2012, 'A study of Consumer Perception & Det6eminants of Hedonic Value for Non Food Products in India', *Journal of Management Development & Research*, Vol. II Issue I, pp. 41-48.

24 Rajagopal, in the article "Coexistence and Conflicts between Shopping Malls and Street Markets in Growing Cities: Analysis of Shoppers' Behavior" Published in Working Paper MKT, March-2010 (Pg. 1-34)

25 Richard Michona, Jean-Charles Chebat, in the article "Cross-cultural mall shopping values and habitats A comparison between English- and French-speaking Canadians" Published in Journal of Business Research, 57, 2004 (Pg. 883– 892)

26 Rupesh Kumar Tiwari and Anish Abraham, in the article "Understanding the consumer Behaviour Towards Shopping Malls in Raipur City" Published in International Journal of Management & Strategy, Vol.1,No.1, July-Dec.2010

27 Sanjeev kumar and M.R.P. Singh, November-April 2011, 'Brand Aspirations & switching Behaviour of Rural consumers- A Case Study of Haryana', *KAIM Journal of Management & Research*, Vol. III, No. 2, pp. 70-77.

28 Satnam Kour Ubeja and D.D. Bedia, in the article "Customer Satisfaction in Shopping Malls: An Empirical Study" Published in Pacific Business Review International, Vol. 5 Issue 2, August 2012 (Pg. 60-72)

29 Shikha Gupta, in the article "Vishal Mega-Mart- An Overview" Published in Journal of Management and Strategy, Vol. 1, No. 1; December 2010 (Pg. 110-117)

30 Shirshendu Gangali and B vinoth kumar, 2008, 'Drivers of customer satisfaction & Loyalty in Indian Retail Supermarkets: An Exploratory Study', *The Icfaian Journal of Management Research*, Vol. VII, No. 12, pp. 60-73.

31 Sirkka L. Jarvenpaa, Noam Tractinsky and Lauri Saarinen, December 1999, 'Consumer Trust in an Internet Store: A Cross-Cultural Validation', *Journal of Computer-Mediated Communication*, Vol 5, Issue 2, pp. 0.

32 Srivastava K.K. and Khandai S., 2002, *Consumer Behaviour*, New Delhi, Galgotia Publishing Company.

33 Stuart Elliott, October 15, 2007, '1,200 Marketers Can't Be Wrong: The Future Is in Consumer Behavior' *The New York Times Advertising*.

34 Suman Tarafdar, 22 July 2012, 'Going cheap, again, will anew retail model, built on deep discounts, work?', *Business India, The Magazine of the Corporate World*, , pp. 87.

35 Victor Egan, 2008, 'An Exploratory Study of Small Business Constraints in Ethiopia: Case Study', *AFBE 2008 Conference Papers*, pp. 80-92.